

City of Bloomington Citizen Survey Methodology

- *Sampling of citizens 50 years of age or older living in the City and County*
- *Questions on full range of usage, customer satisfaction, needs, unmet needs, and priorities questions*
- *Goal of 400 completed surveys.*
- *Actually completed 419 surveys. Results have 95% level of confidence with margin of error of +/-4.8%*

Respondents Broken Down By Ages

- *50 to 57 years of age*
- *58 to 65 years of age*
- *66+ years of age*



Special Demographic Breakdowns

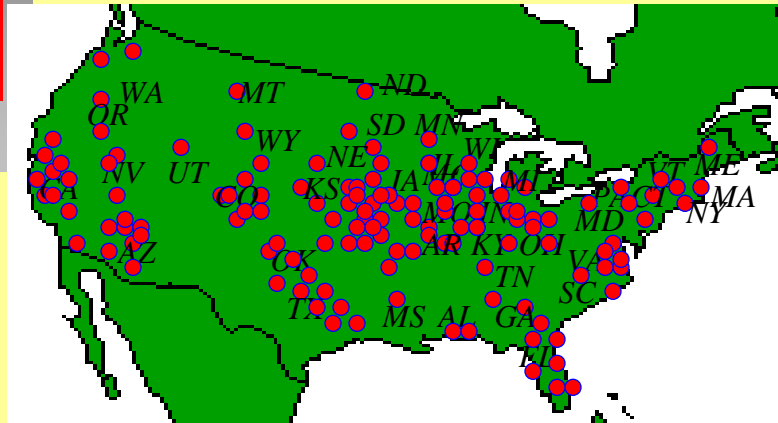
- ***Age of respondent***
- ***Household income***
- ***Gender***
- ***Number of years living in community***
- ***Employment status***



Special Demographic Breakdowns

- ***Household size***
- ***Use/Not Use BACC***
- ***Future importance of parks, trails, and programs***
- ***City residents and county residents***

Leisure Vision

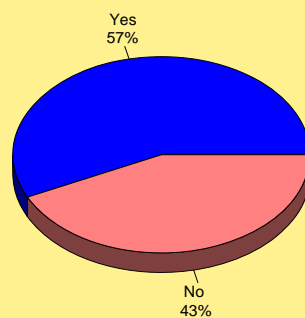


*More Than 400 Needs Assessment
Surveys in 46 States*

Finding #1: Nearly 60% of Respondents Use Indoor Recreation, Sports, Fitness or Aquatic Facilities

**Q1. Are Respondent Household Members 50 Years of Age
or Older Currently Using Any Indoor Recreation,
Sports, Fitness or Aquatic Facilities**

by percentage of respondents



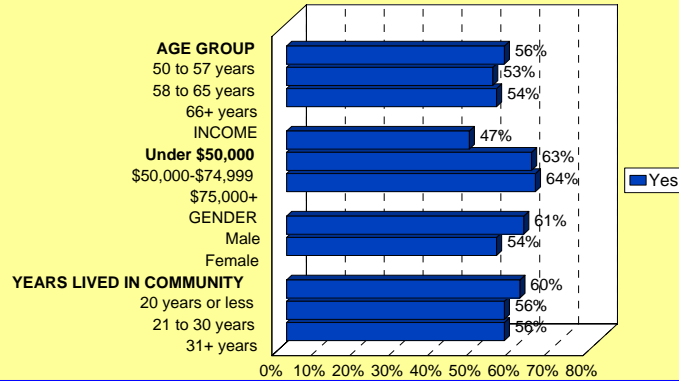
Household
Income and Living
in City Are Major
Factors
Influencing Usage

Employment
Status is not a
Major Factor
Influencing Usage

Source: Leisure Vision/ETC Institute (March 2006)

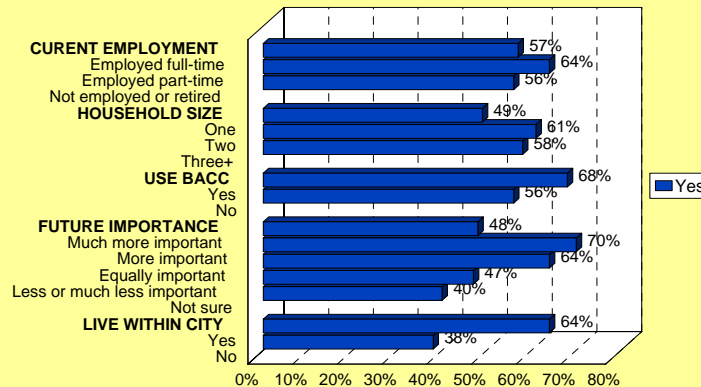
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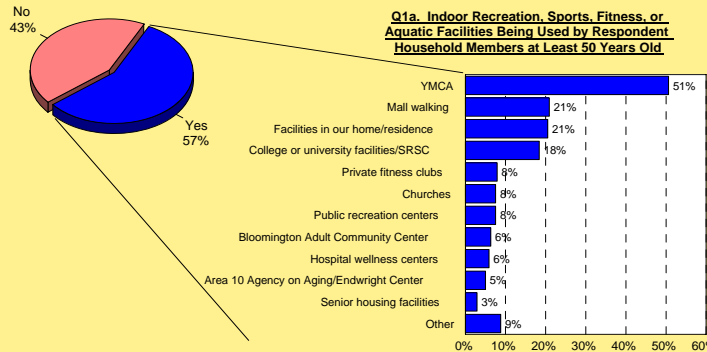
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by percentage of respondents

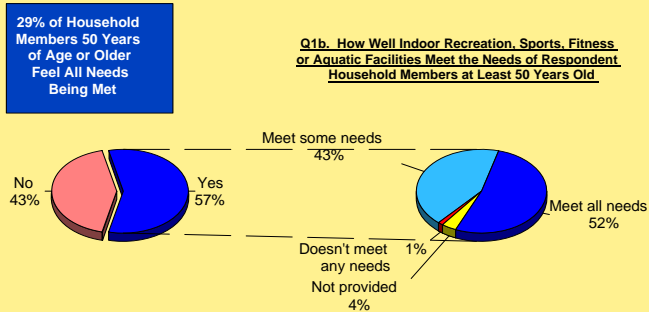


Source: Leisure Vision/ETC Institute (March 2006)

Finding #2: Less Than 1/3rd of Respondents 50 Years of Age or Older Feel All Their Needs for Indoor Facilities Are Being Met

Q1. Are Respondent Household Members 50 Years of Age or Older Currently Using Any Indoor Recreation, Sports, Fitness or Aquatic Facilities

by percentage of respondents

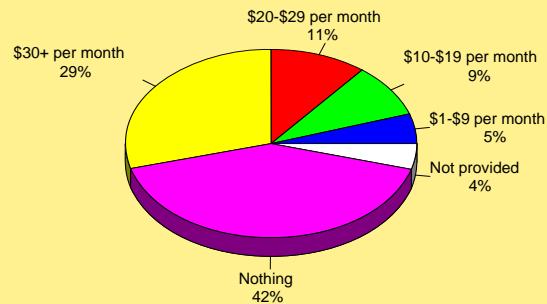


Source: Leisure Vision/ETC Institute (March 2006)

Finding #3: Over 1/3rd of Respondents 50 Years of Age or Older Spend \$20 or More Per Month on Outdoor and Indoor Recreation Facilities and Activities

Q2. Amount Household Members 50 of Age or Older Currently Spend Per Month on Outdoor and Indoor Recreation Facilities and Activities

by percentage of respondents

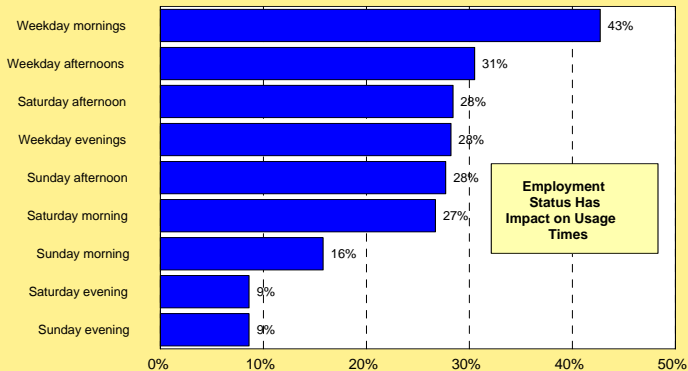


Source: Leisure Vision/ETC Institute (March 2005)

Finding #4: Weekday Mornings Is the Time That Respondents Participate the Most Often

Q3. Times/Days That Respondents Participate in Recreation, Parks, and Leisure Activities the Most Often

by percentage of respondents (sum of top four choices)

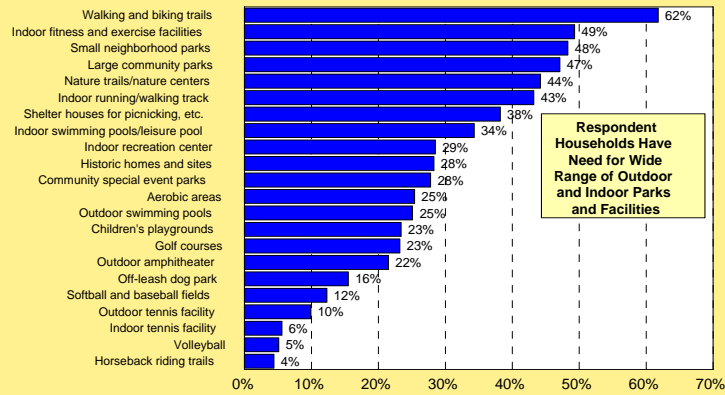


Source: Leisure Vision/ETC Institute (March 2006)

Finding #5: Walking and Biking Trails and Indoor Fitness and Exercise Facilities Are Most Needed Outdoor and Indoor Facilities

Q4. Household Members 50 Years of Age or Older That Have a Need for Various Parks and Recreation Facilities

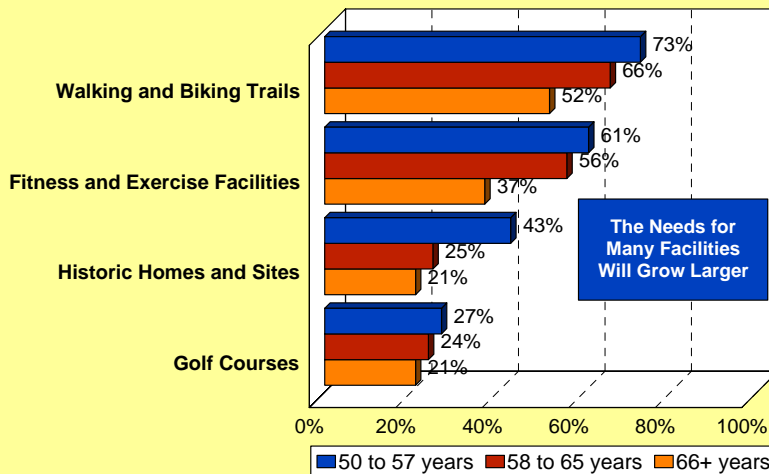
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (March 2006)

Respondent Households Have Need for Wide Range of Outdoor and Indoor Parks and Facilities

Q4. Household Members 50 Years of Age or Older That Have a Need for Various Parks and Recreation Facilities

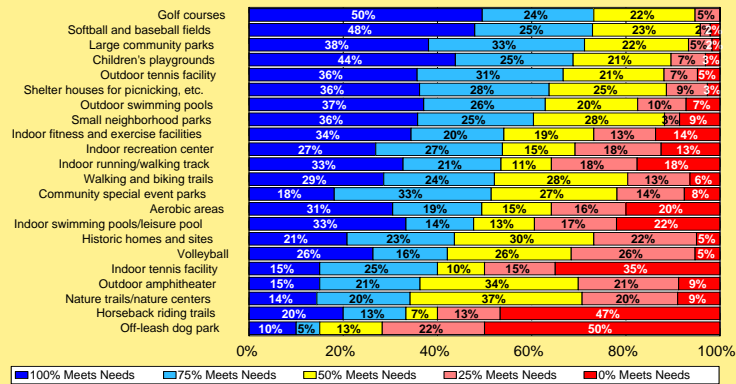


The Needs for Many Facilities Will Grow Larger

Finding #6: For Many Parks and Recreation Areas There Are Unmet Needs

Q4. How Well Parks and Recreation Facilities Meet the Needs of Household Members 50 Years of Age or Older

by percentage of respondent households with a need for facilities

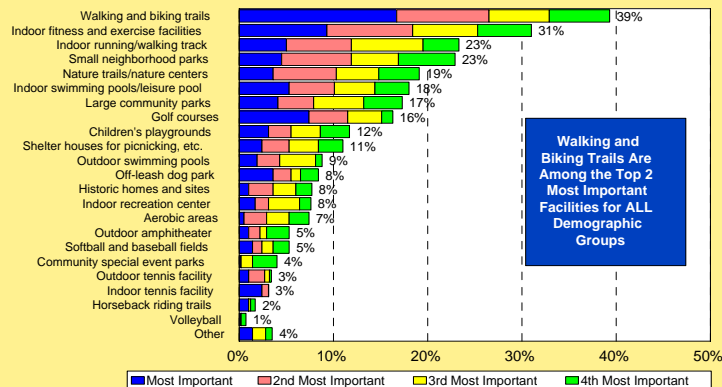


Source: Leisure Vision/ETC Institute (March 2006)

Finding #7: By a Wide Margin Walking and Biking Trails are Most Important

Q5. Parks and Recreation Facilities That Are Most Important to Household Members 50 Years of Age or Older

by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (March 2006)

Finding #8: Fitness and Wellness Programs and Walking, Biking, and Hiking Programs Are Most Needed

Q6. Household Members 50 Years of Age or Older That Have a Need for Various Recreation Programs

by percentage of respondents (multiple choices could be made)

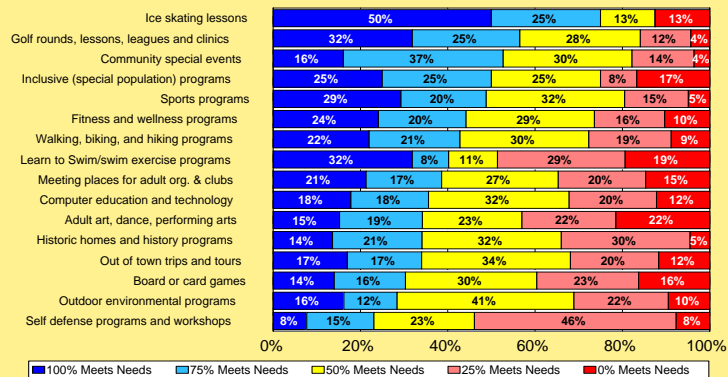


Source: Leisure Vision/ETC Institute (March 2006)

Finding #9: For Many Program Areas There Are Unmet Needs

Q6. How Well Recreation Programs Meet the Needs of Household Members 50 Years of Age or Older

by percentage of respondent households with a need for programs

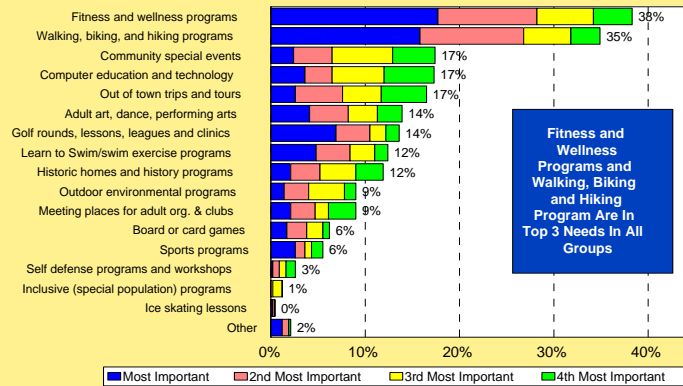


Source: Leisure Vision/ETC Institute (March 2006)

Finding #10: Fitness and Wellness Programs and Walking, Biking, and Hiking Programs Are Most Important

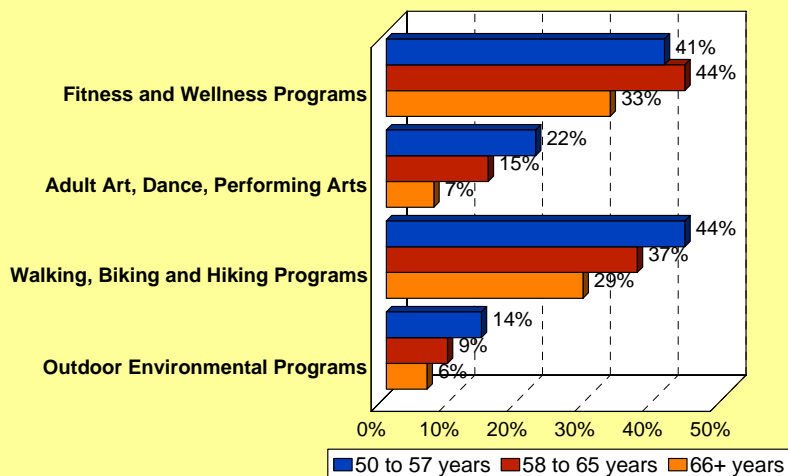
Q7. Recreation Programs That Are Most Important to Household Members 50 Years of Age or Older

by percentage of respondents who selected the item as one of their top four choices



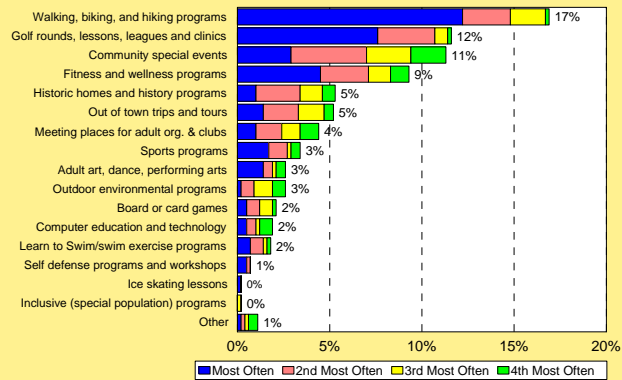
Source: Leisure Vision/ETC Institute (March 2006)

Q7. Recreation Programs That Are Most Important to Household Members 50 Years of Age or Older



Finding #11: Walking, Biking, and Hiking Programs Are Programs Respondents Participate at Bloomington Parks and Rec. Most Often

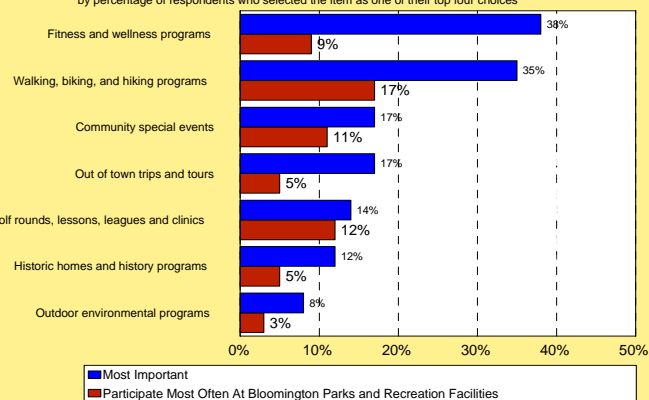
Q8. Recreation Programs That Household Members 50 Years of Age or Older Currently Participate in Most Often at Bloomington Parks and Recreation Facilities
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (March 2006)

Finding #12: Additional Market Opportunities Exist in Many Areas

Q7. Recreation Programs That Are Most Important to Household Members 50 Years of Age or Older
by percentage of respondents who selected the item as one of their top four choices

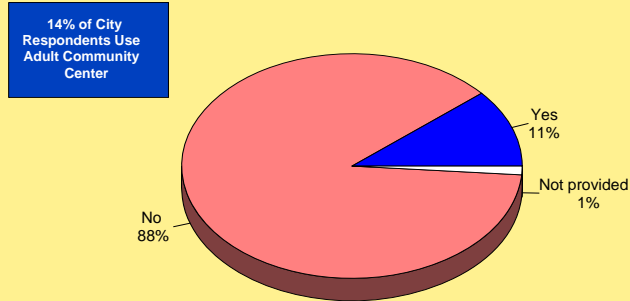


Source: Leisure Vision/ETC Institute (March 2006)

Finding #13: 11% of Respondents Have Used the Bloomington Adult Community Center in the Past 2 Years

Q9. Have Respondents Used the Bloomington Adult Community Center in the Past Two Years for Indoor Recreation, Health, or Social Activities

by percentage of respondents

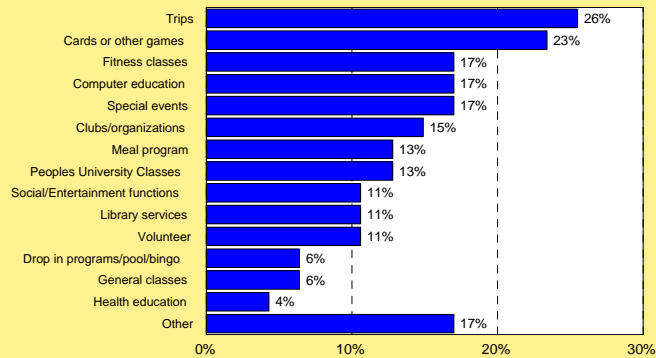


Source: Leisure Vision/ETC Institute (March 2006)

Finding #14: Trips and Cards/Other Games Are Primary Reasons Respondents Use the Bloomington Adult Community Center

Q10. Reasons Respondents Have Used the Bloomington Adult Community Center

by percentage of respondents who have used the Bloomington Adult Community Center in the past two years (multiple choices could be made)

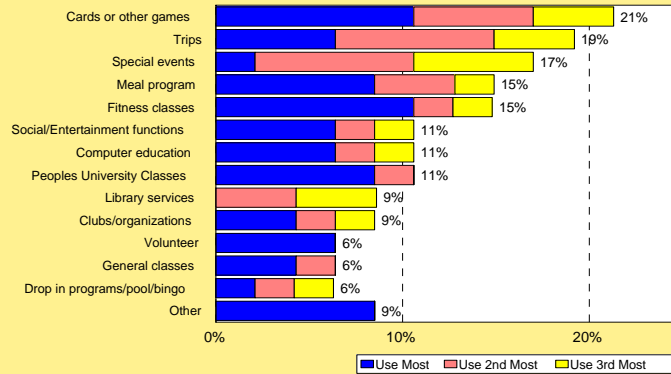


Source: Leisure Vision/ETC Institute (March 2006)

Finding #14: Trips and Cards/Other Games Are Primary Reasons Respondents Use the Bloomington Adult Community Center

Q11. Reasons Respondents Have Used the Bloomington Adult Community Center the Most

by percentage of respondents who have used the Bloomington Adult Community Center in the past two years
(three choices could be made)

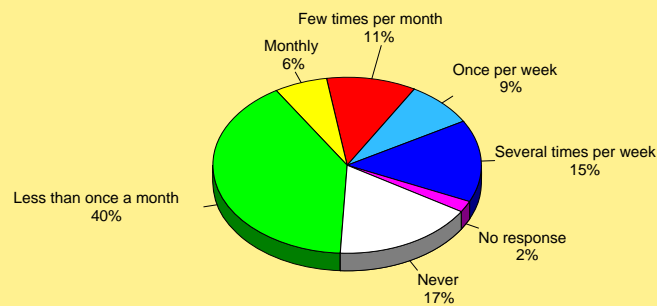


Source: Leisure Vision/ETC Institute (March 2006)

Finding #15: Approximately 25% of Current Users Use the Bloomington Adult Community Center At Least Weekly

Q12. How Often Respondents Currently Use the Bloomington Adult Community Center

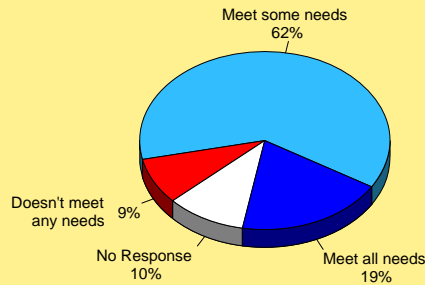
by percentage of respondents who have used the Bloomington Adult Community Center in the past two years



Finding #16: Less Than 20% of Current Users of the Bloomington Adult Community Center Feel It Meets All Their Needs

Q13. How Well the Bloomington Adult Community Center Meets the Needs of Respondents

by percentage of respondents who have used the Bloomington Adult Community Center in the past two years

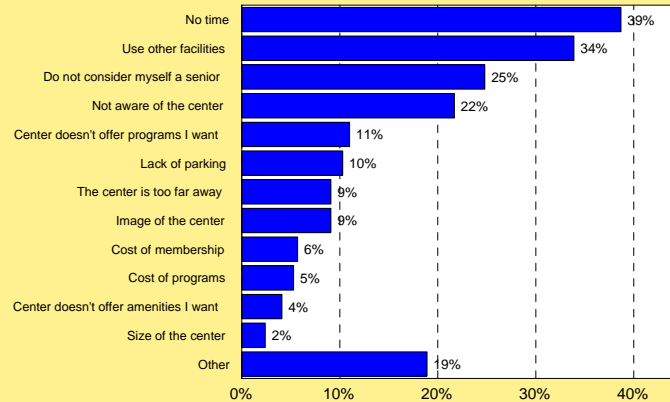


Source: Leisure Vision/ETC Institute (March 2006)

Finding #17: No Time, Use Other Facilities, Do Not Consider Myself a Senior, or Not Aware of the Center Are Principal Reasons Preventing Additional Usage

Q14. Reasons Preventing Respondents From Using the Bloomington Adult Community Center More Often

by percentage of respondents (multiple choices could be made)

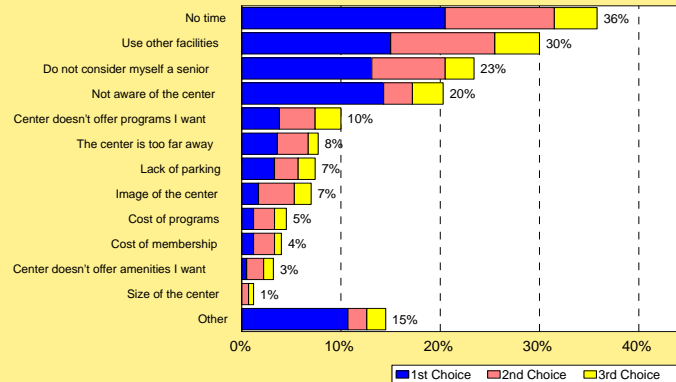


Source: Leisure Vision/ETC Institute (March 2006)

Finding #17: No Time, Use Other Facilities, Do Not Consider Myself a Senior, or Not Aware of the Center Are Principal Reasons Preventing Additional Usage

Q15. Primary Reasons Preventing Respondents From Using the Bloomington Adult Community Center More Often

by percentage of respondents who selected the item as one of their top three choices

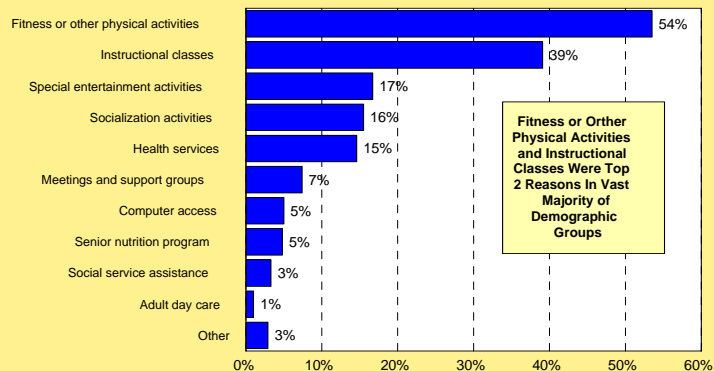


Source: Leisure Vision/ETC Institute (March 2006)

Finding #18: Fitness or Other Physical Activities and Instructional Classes Were Top 2 Purposes Household Members Who Were 50 Years or Older Would Use Indoor Programming Spaces

Q16. Purposes For Which Household Members Who Are 50 Years of Age or Older Would Use Indoor Programming Spaces

by percentage of respondents (two choices could be made)

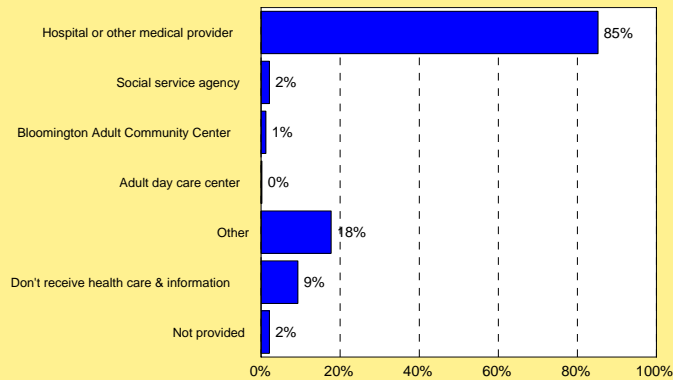


Source: Leisure Vision/ETC Institute (March 2006)

Finding #19: Hospitals or Other Medical Providers Are Locations Where The Vast Majority of Respondents Receive Health Care and Information

Q17. Locations Where Respondents Currently Receive Health Care and Health Information

by percentage of respondents (multiple choices could be made)

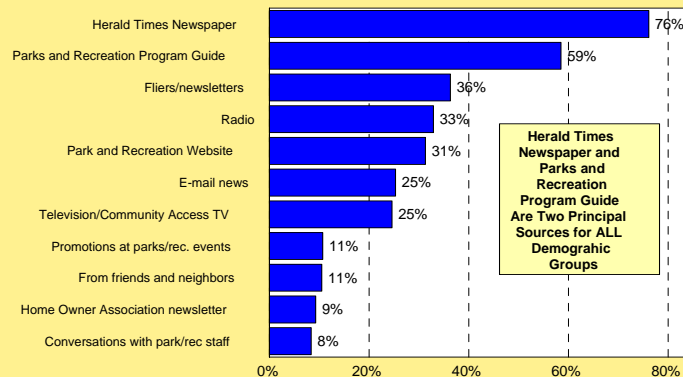


Source: Leisure Vision/ETC Institute (March 2006)

Finding #20: The Herald Time Newspaper and Parks and Recreation Program Guide Are Two Principal Sources of Information

Q18. Ways Respondents Prefer for the City of Bloomington to Communicate Information to Adults 50 Years of Age or Older

by percentage of respondents (multiple choices could be made)

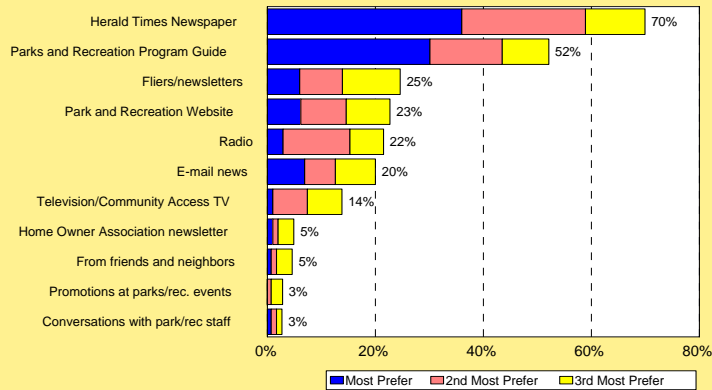


Source: Leisure Vision/ETC Institute (March 2006)

Finding #20: The Herald Time Newspaper and Parks and Recreation Program Guide Are Two Principal Sources of Information

Q19. Ways Respondents Most Prefer for the City of Bloomington to Communicate Information to Adults 50 Years of Age or Older

by percentage of respondents who selected the item as one of their top three choices

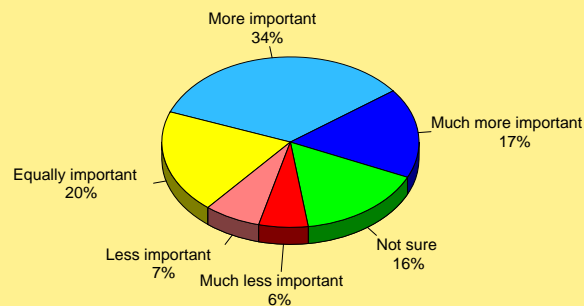


Source: Leisure Vision/ETC Institute (March 2006)

Finding #21: More than 50% of Respondents Feel the Importance of Indoor and Outdoor Facilities and Programs Will Increase In Importance

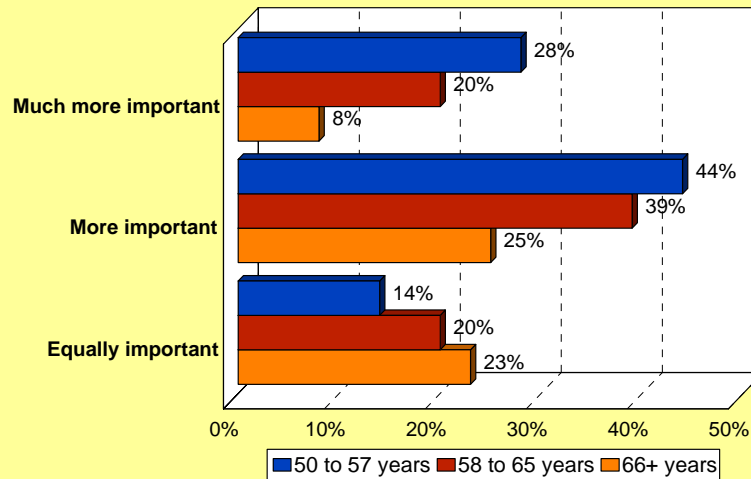
Q20. Importance of the Quality and Quantity of Indoor and Outdoor Parks, Trails, Recreation Facilities and Programs in the Lives of Household Members 50 Years of Age or Older in the Next 10 Years

by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)

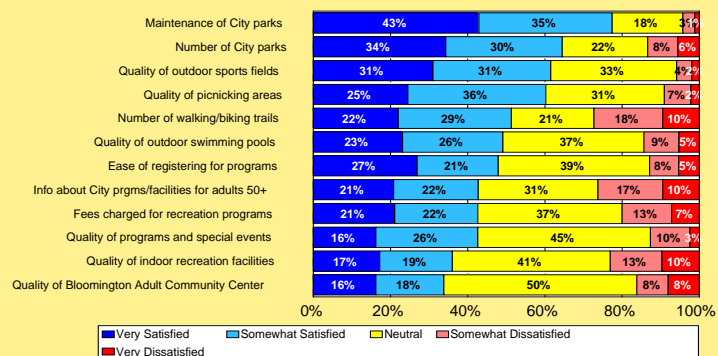
Q20. Importance of the Quality and Quantity of Indoor and Outdoor Parks, Trails, Recreation Facilities and Programs in the Lives of Households Members 50 Years of Age or Older in the Next 10 Years



Finding #22: Satisfaction is Highest With Maintenance of Parks and Other Outdoor Services

Q21. Level of Satisfaction with Parks and Recreation Services Provided by the City of Bloomington Park and Recreation Department to Citizens 50 Years of Age or Older

by percentage of respondents (excluding "don't know" responses)

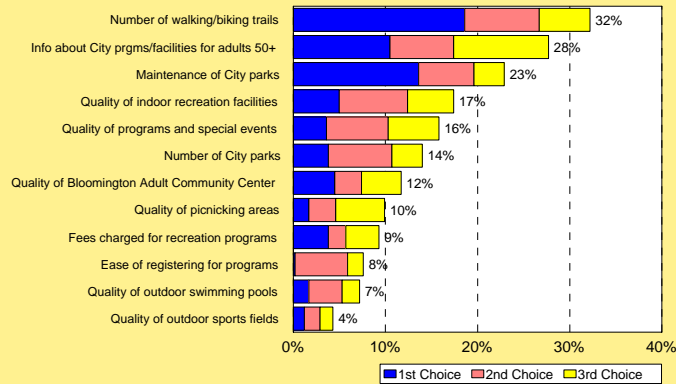


Source: Leisure Vision/ETC Institute (March 2006)

Finding #23: Number of Walking and Biking Trails, Information About Services for Residents 50+ Years, and Maintenance of Parks Are Areas That Should Receive the Most Attention

Q22. Parks and Recreation Services That Should Receive the Most Attention Over the Next Two Years for Adults 50 Years of Age or Older

by percentage of respondents who selected the item as one of their top three choices

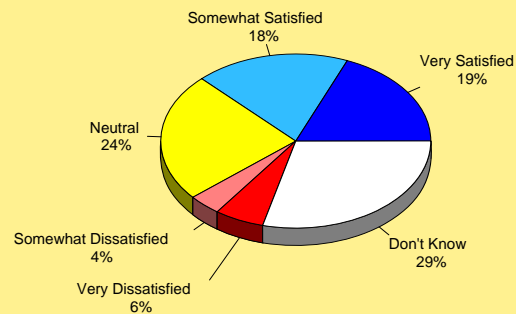


Source: Leisure Vision/ETC Institute (March 2006)

Finding #24: Respondents Who Are Satisfied Are Significantly Higher Than Those Dissatisfied, With Over 50% Neutral or Don't Know

Q23. Level of Satisfaction with the Overall Value Received from the Bloomington Park and Recreation Department for Programs and Services for Adults 50 Years of Age or Older

by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)

Summary of Overall Findings

- *The market for indoor recreation, sports, fitness, and aquatic facilities for 50+ residents is large and growing.*
- *Employment status has an impact on programming times for 50+ resident activities.*
- *Walking and biking trails and indoor fitness and exercise facilities are the most needed and important outdoor and indoor facilities for 50+ residents.*
- *Facility needs for active seniors will grow.*

Summary of Overall Findings

- *Fitness and wellness programs and walking, biking and hiking programs are most needed programs for 50+ residents.*
- *Unmet needs for a wide range of indoor and outdoor programming areas exist.*
- *Market opportunities exist for the Bloomington Parks and Recreation Department in both outdoor areas and indoor areas.*

Summary of Overall Findings

- 11% of 50+ respondents have used the Bloomington Adult Community Center in the past 2 years with about 25% using the facility weekly.
- Trips, cards and other games are primary reasons for using the BACC.
- No time, use other facilities, do not consider myself a senior, and not aware of center are principal reasons preventing additional usage.

Summary of Overall Findings

- Fitness or other physical activities and instructional classes are top 2 purposes household members who are 50+ would use indoor programming spaces.
- The Herald Time Newspaper and Parks and Recreation Program Guide are top 2 sources of information with high use of website and e-mails.
- More than 50% of respondents feel the importance of indoor and outdoor facilities and programs will increase in importance.



Summary of Overall Findings

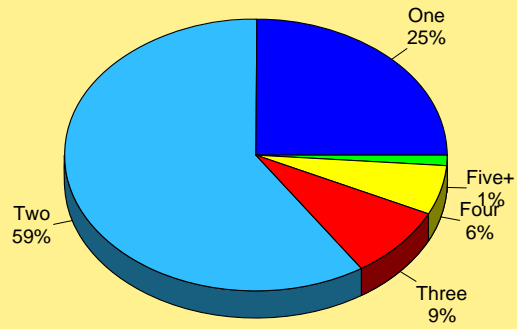
- *Satisfaction is highest with maintenance of parks and other outdoor services*
- *Number of walking and biking trails, information about offerings, and maintenance are top 3 priority areas to receive attention.*
- *The percent of respondents who are satisfied with services are significantly higher than those who are not satisfied, with high neutrals and don't know.*



Demographics

Q25. Demographics: Number of People in Household

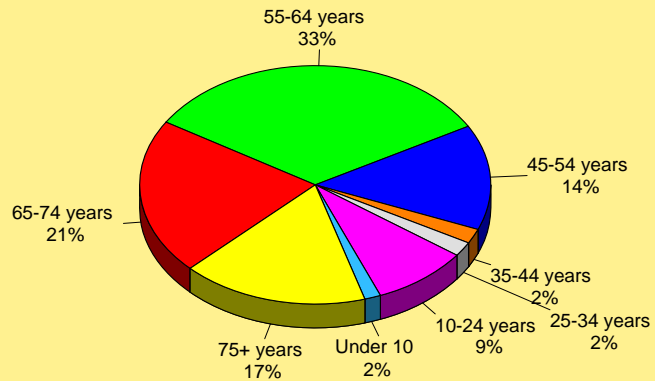
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)

Q26. Demographics: Ages of People in Household

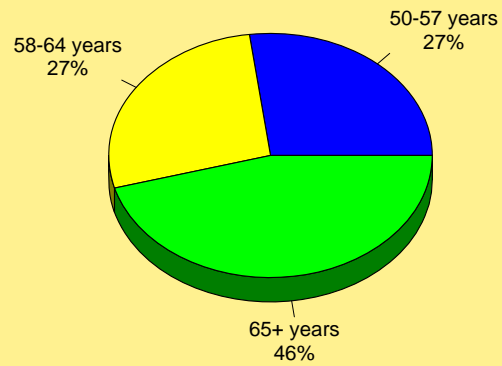
by percentage of household occupants



Source: Leisure Vision/ETC Institute (March 2006)

Q28. Demographics: Age of Respondents

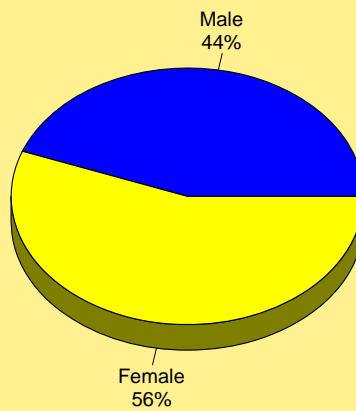
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)

Q29. Demographics: Gender

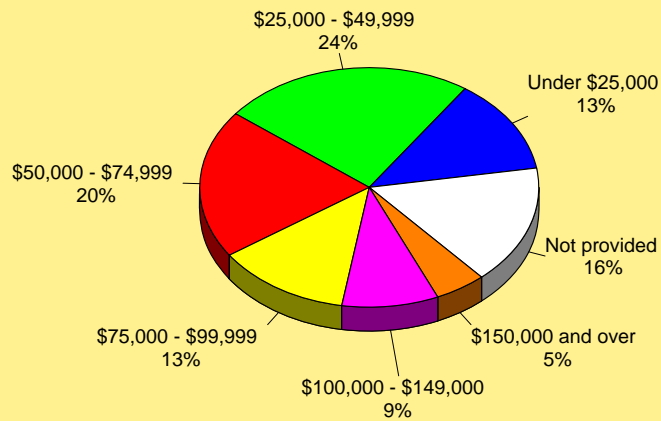
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)

Q30. Demographics: Total Annual Household Income

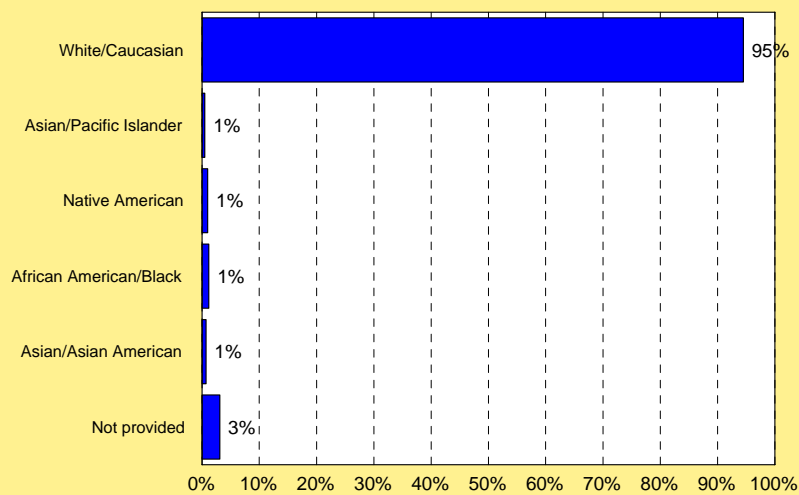
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)

Q32. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (March 2006)

Q33. Demographics: Number of Years Lived in the Bloomington Community

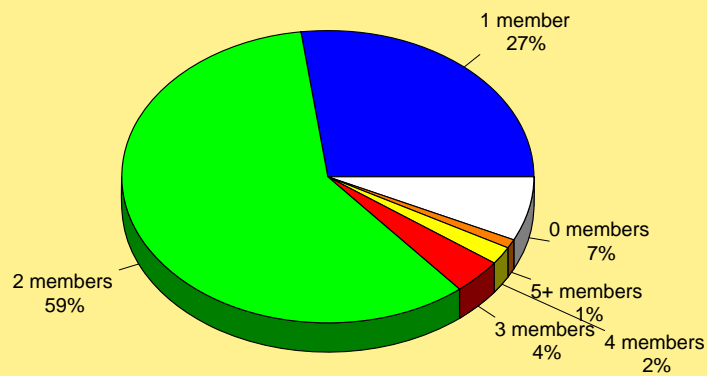
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)

Q34. Demographics: Number of Household Members That Voted in the Last Election

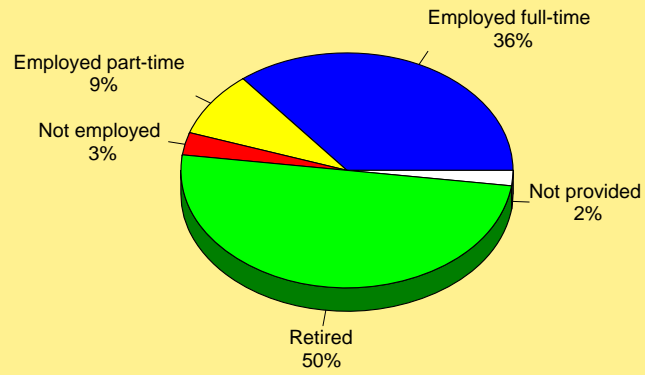
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)

Q35. Demographics: Respondents Current Employment Status

by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2006)